### **TITLE: CORPORATE EMPLOYEE ATTRITION ANALYTICS**

* **PROBLEM STATEMENT**

Employees are the most important part of an organization.Successful employees meet deadlines, sales,and build the brand through positive customer interactions.

Employee attrition is a major cost to an organization and predicting such attritions is the most important requirement of the Human Resources department in many organization.

* **LITERATURE SURVEY:**

**Ade Abdulquadri, Bilau, Musibau Akintunde Ajagbe, Anthony Babatunde**

**Sholanke, Tolani Abdulrahman Sani (2015),** expressed the issue of employee

turnover has raised burden in the construction industries which effects productivity.

It was mentioned that only few resources have been used in recruiting, training and

developing the employees, due to which they leave for other organizations. Their

research was aimed at determining the impact of employee’s turnover rate in small

and medium construction firms in Nigeria.

**N. Bharathi, P. Paramashivaiah (2015),** articulated that in a BPO Sector,

employees leave the organization either entirely or change their industry. Since all

the research is focused on the issues and antecedents of attrition the consequences

where not much focused so the study focuses on a holistic view rather than a

specific portion.

**Shine David (2015),** in the research said that the employees working in the IT

sector in various cities of India (Mumbai, Pune, Bangalore, Delhi and Indore) to

analyse the case of attrition. Samples were collected with 21 factors/items which

resulted in 5 factors. Findings of the study suggest that organizational culture,

working conditions, career growth opportunities, work pressure and mutual trust.

The conclusion that was provided was employee friendly organizational culture with

positive working conditions, low pressure and higher opportunities for career growth.

**Asma farooque, Habibuddin (2015),** investigated several factors that are

affecting high attrition rate in hotel industry. A study conducted by an industry

chamber located in New Delhi reveals that the attrition rate in the hospitality industry

in India is set to double to nearly 50 per cent by 2010, up from the earlier 25 per

cent growing at an alarming rate of 10 per cent per annum. The result showed that

the lack in salary, stress in job, compensation, better opportunities and stake issues

were the major reasons behind the problem of attrition in the company.

**Batty Dorance Jeen (2014),** mentioned that many organizations have the

concern of employee turnover. It is highly destructive to both the organization

as well as the employees. The research was conducted for the retail industry in

Bangalore. Despite the incentives, motivational techniques and old practise

of HRM there is still high attrition rate so study showcases ways to reduce the

intentions of employee leaving the organization. This is performed by distributing

questionnaires to retail outlets in Bangalore. The study concluded that turnover

intention has influence on attrition factors such as QWL, career growth, working

hours, personal/family reasons, and relation with internal co – worker, welfare,

working condition, and salary.

**Venkata Naga Manjula, Ruchita Ramani, Swati John (2013),** articulated

that the objective of the study is to understand the growth of ITES sector in India.

The study in the BPO Industry is to understand and gauge the attrition rate, its

intensity and make a causal analysis, to design strategy to stabilize the sector by

suggesting mitigating the attrition.

**Shivani Mishra, Deepa Mishra (2013),** articulated that the study carried out

is for shipping industry of Kutch, Gujarat. The purpose of the study is to analyse

the turnover and the commitment to identify several domains of organization,

human resource practices and other like employee characteristic and environmental

factors, which may have a positive or negative impact on employees‘ intention to

stay with an organization.

**Vibha Gupta (2013),** stated that in recent years the turnover is high in BPO

sectors either by absenteeism or employees absconding without any prior notice.

Turnover rates for permanent Agents/Executives were 15.6% in 2009 and 35% in

2012. Department of Human Resources which also tracks attrition of temporary

employees measured the turnover rate for temporary employees to be 77% in 2012.

Therefore study is focused on recruitment and retention challenges that the IT/BPO

industry currently faces and to examine ways to reduce high turnover rates among

first year Employees in the leading Domestic Call Center based in Indore.

**Michael O. Samuel, Crispen Chipunza (2013),** articulated that due to the

competition for top academic across the higher education and research landscape of

South Africa has assumed a prominent dimension and this phenomenon has resulted

in the ever increasing attrition. The research seeks to identify and evaluate factors

that facilitate the attrition and retention of senior academic employees. Results of the

study indicates that most of the respondents place greater importance on challenging

work, inter-personal relationship, access to research resources and job security.

**Gayatri Negi (2013),** stated that the study explains that the attrition rate is

inevitable but manageable cause its hard to provide permanent and promising

workforce. This research shows the cause of attrition from various point of view and

what are the effects for both the employer and employee. It also gives us a view on

the positive side of the attrition and the role of leadership skills in controlling attrition.

**Shashikala S, Sushma Ravindra (2013),** articulated that the groundwork in

the study is in Indian Industry where attrition is present everywhere not in specific

sector. Mainly there are few organizations .For eg:IT, which faces high

attrition. The study portrays that compensation does not lead to employee loyalty

but also salary/wages below the market therefore what are the techniques that can

be used to control attrition.

**N. Malati, Dr. Prakash Sharma (2013),** stated that the attrition have been

associated with high costs be in the form of direct or indirect. Due to many

Institutions, the availability of competent and qualified faculty is very difficult and

change the institutions frequently. Therefore the study understands the relationship

between direct cost incurred by the institutions and the faculty attrition and the study

revealed that direct cost is decreasing with increasing attrition rates.

**Rajesh Verma, Aanchal Aggarwal (2012),** articulated that the last decade

saw an outbreak in the growth and development of the Indian Economy. It was

accompanied by the revolution in all fronts and a radical change in the way life

insurance business was done. . It is expected that Indian Insurance sector will be

amongst the top 3 in the world by 2020. To reach up to this level the insurance

companies have to take steps to reduce the increasing rate of attrition. As this study

says that the attrition rate increasing in the sales force in the Insurance sector, the

author made focus on the reasons for attrition among the sales force and how to

manage the attrition rate.

**Ankita Srivastava, Yogesh Tiwari, Hradesh Kumar (2011),** stated that the

main focus of the study is to identify the root cause of attrition and analyzing the

level of employee motivation, satisfaction and involvement to generate employee

sustenance in the organization. They delivered strong recommendations, which

will eventually be valuable to the organizations to retain their employees for a

long term.

**Ms. Shaveta Gupta, Dr. Sukhmani, Ms. HarsimranKaur (2011),** articulated

that talent is the critical success factor to any organization. The research concentrates

on retaining the employees and the cost of attrition. Retaining the employees

involves understanding the intrinsic motivators as individuals differ a lot. Attempts

to find out approaches and strategies to retain the employees and also the cost

pertained to attrition.